



A Streamer's View of Net Neutrality

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NOW THIS IS TV

Roku

Meeting Agenda

- Who we are
- What we do
- How Roku works

Roku – Who We Are

Roku is a privately-held American company based in Silicon Valley

Company Milestones

- 2008 – launched streaming player, first device ever to stream Netflix
- 2009 – launched first ever open app store for the TV
- 2011 – launched HBO Go TVE channel – first time HBO Go on TV
- 2013 – streamed 1.7 billion hours of programming
- 2014 – sold 8 millionth streaming device and launched 1,500th channel app

Roku offers flexible business models to content developers of all sizes

- We support TVOD, SVOD, AVOD services, all built on an open SDK
- We provide ad server integration, billing services, analytics and promotional opportunities to content developers

Roku – What We Do

Roku offers a compelling consumer value proposition and consumer-centric ecosystem

- High-quality, low-cost streaming players that are easy to set up and use
- Affordable retail prices – \$49 to \$99, with no additional fees to Roku
- Access to a vast selection of streaming audio and video content

Roku – What We Do



The latest films and all the classics



LiveHD sports



News and weather channels



Music services



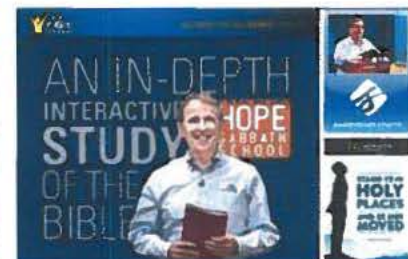
Kids and family channels



Endless workouts with fitness channels

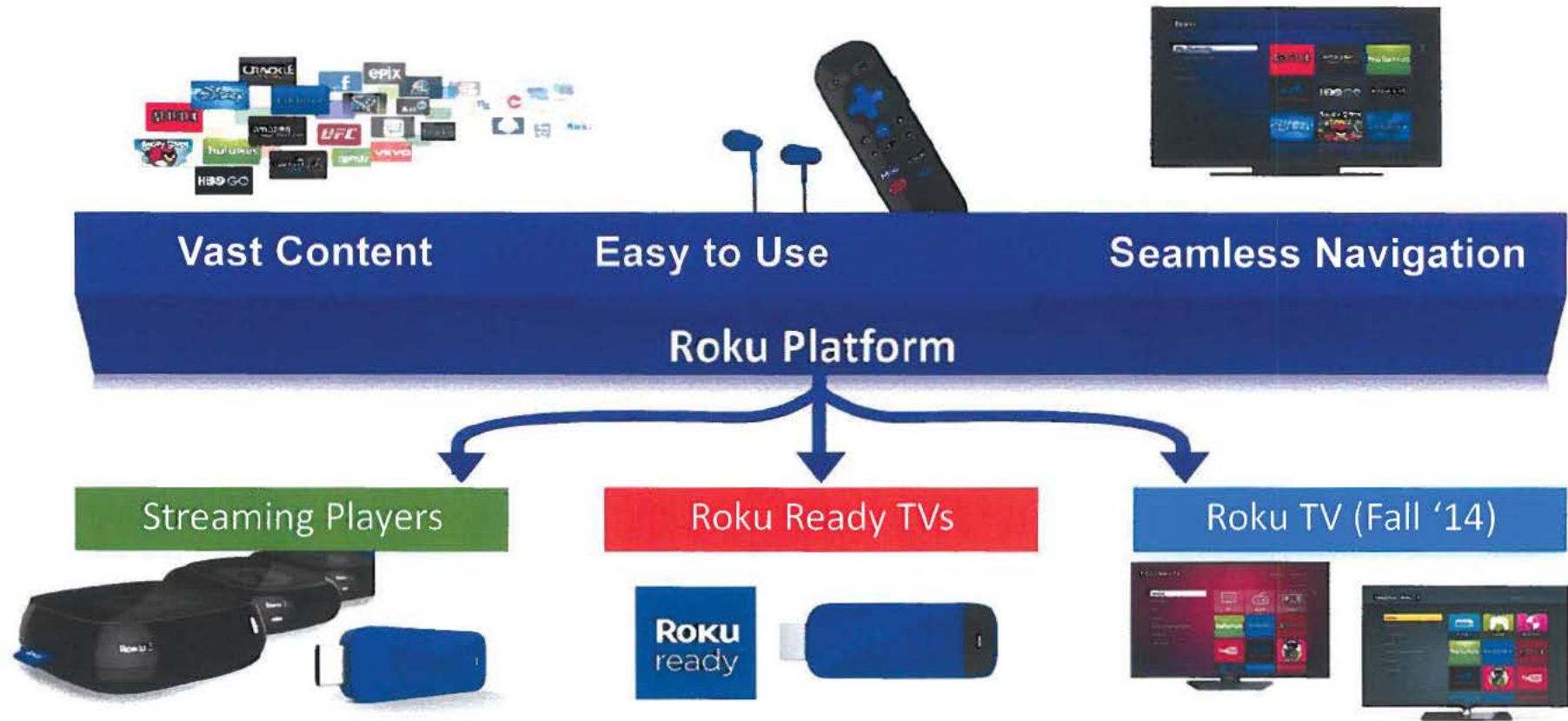


International entertainment in foreign languages



The largest selection of faith channels

Roku – How It Works



The Importance of TV Everywhere (“TVE”)

“TV Everywhere” – an innovative solution to enable flexible viewing of consumers’ favorite content

- TVE apps run on various platforms (Android, iOS, Roku, Xbox, etc.)
- Consumers can access content on demand on a variety of Internet connected devices (including streaming players)

According to a survey of Roku customers with pay TV service:

- 73% say TVE from their pay TV provider would be valuable
- 61% would value their pay TV provider more
- 48% would consider switching providers to get TVE channels

Authenticating TVE Content

“Authentication” unlocks access to TVE apps

- Controlled by MVPDs – premium channel subscriptions are required
- Preserves the pay TV “bundle” while providing more outlets for content to reach consumers – more choice
- Clunky and uneven -- app by app, and platform by platform

MVPDs have the ability to authenticate on a platform by platform basis under contracts with content owners

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